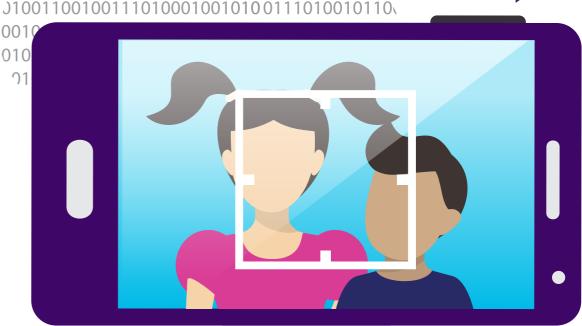
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A Knowthenet study of 2,000 parents reveals their online photo sharing habits and just how many photos of their kids they've posted on the web...



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How many photos.

On average,

195 photos

are shared by parents of under fives every year

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The figure rises to 208 images shared on average by parents of

Kids under 16

Today's children will feature in almost

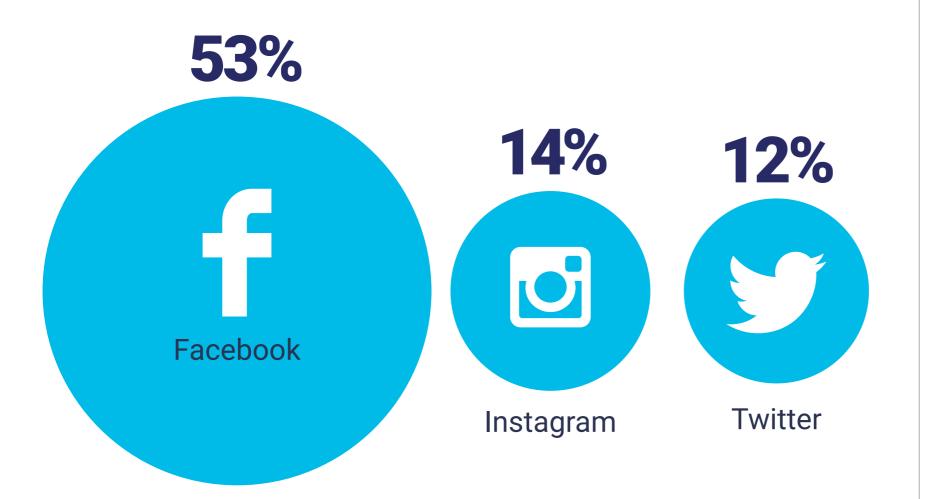




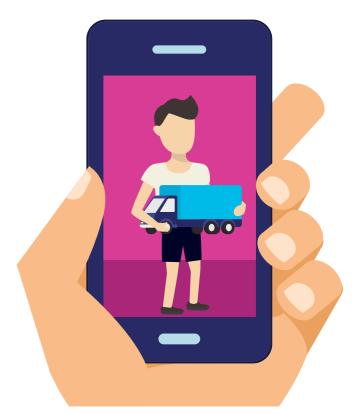
Where are these photos?

Popular applications used for uploading/sharing images

70%



of parents use a smartphone as their main gadget for photos



Parents in the dark.

about who owns the rights to images online

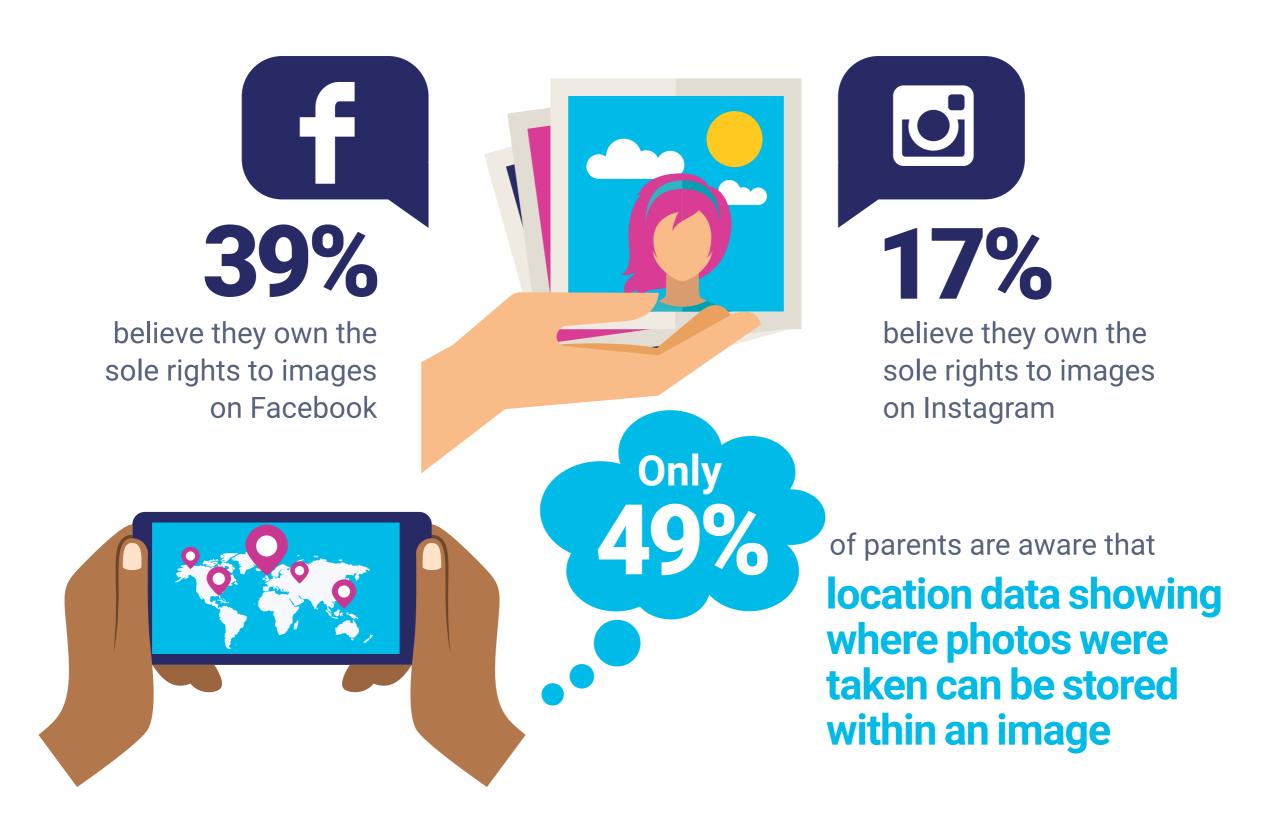


Photo sharing etiquette

A quarter of parents admit to never asking permission of people in photos before sharing



53% have uploaded photos of children

that aren't their own

Only 12% of parents ask permission of their child

before uploading photos

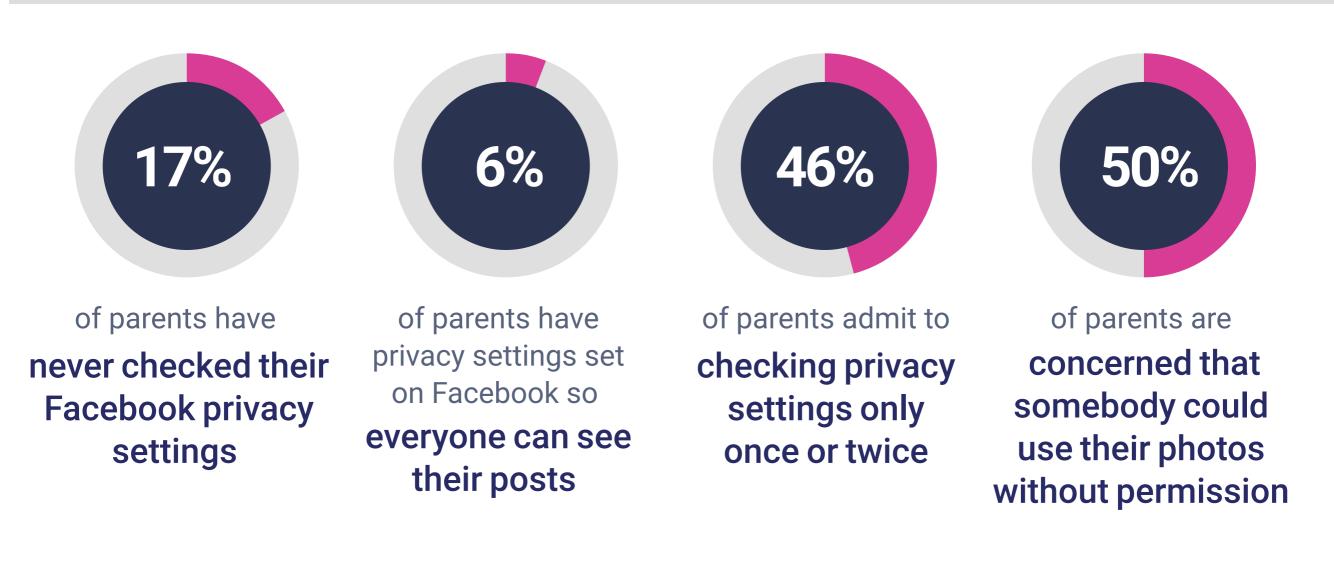
A third of parents admit a child has prevented them uploading an image

Yet three quarters of parents expect other people to ask permission of them

before sharing photos online

Privacy settings





Knowthenet.org.uk's top tips



Check your privacy settings:

Take a look at your social network's privacy settings and ensure that they have been changed from the default. Make sure you're only sharing images with the right people and avoid oversharing



Think before you upload:

If it's an image of a child, do you think they will thank you for sharing it once they've grown up? Consider the feelings of others before posting images – if the child isn't your own try to ask the permission of their parent first. Most importantly, remember that once a picture is uploaded to a social media site it's very difficult to remove all traces of it



Stay in control:

Don't use social networks as a replacement for your own photo albums or hard drive storage, as they could be at risk in the event of any technical glitches. And remember that some social networks will obtain rights to your images once you've uploaded them



Keep up to date:

Social networks regularly add new features and update their own settings so it's important to keep track



For more advice, tips and a range of interactive tests to check your knowledge of the online world, visit www.knowthenet.org.uk

About the research

The Parent Zone surveyed 2,000 parents between 26th January 2015 and 3rd February 2015.

About Nominet

Domain names are an essential component of every email address and website. Millions of businesses and consumers now depend on Nominet's services, which underpin a critical part of the UK internet economy. Nominet is a private, not-for-profit business, responsible for the smooth and secure running of the .UK internet infrastructure.

We support the Nominet Trust, an independent charitable foundation focused on increasing access, safety and education on internet issues. We also run Knowthenet campaigns as part of our commitment to making the internet a more trusted space. Knowthenet.org is an information and advice portal which helps internet users to get the most of being online by staying safe, legal, and informed.